What is claimed is:

1. A photographic element comprising a light-sensitive silver halide emulsion layer containing a 1H-pyrazolo[1,5-b][1,2,4]triazole containing in the 6-position a fully substituted methyl group, in the 7-position a hydrogen atom or halogen atom, and in the 2-position a phenyl group substituted in the meta position with a sulfonamide group free of amide, sulfonamide, ureido or ester groups and bearing at least 9 (cyclo)aliphatic carbon atoms.

2. The element of claim 1 wherein the sulphonamide group contains an unsubstituted alkyl group.

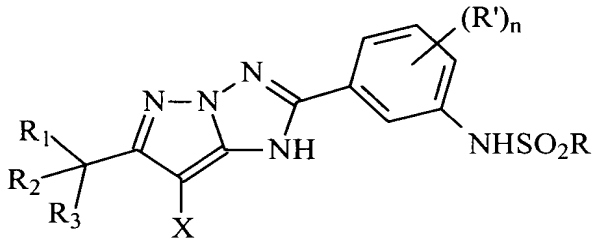
3. The element of claim 1 wherein the sulphonamide group contains an alkyl group substituted with an ether group.

4. The element of claim 1 containing a chloro in the 7-position.

5. The element of claim 1 wherein R_1, R_2, and R_3 are methyl groups.

6. The element of claim 1 wherein the coupler does not have a melting point of 140°C or higher.

7. The element of claim 1 wherein the coupler is represented by structure (I):



(I)

wherein

R_1, R_2, and R_3 are independently selected unsubstituted alkyl groups comprising of 3 or less carbons with the proviso that one or more of the R_1, R_2, and R_3 groups can be joined to form a ring;

R is a straight, cyclic or branched aliphatic carbon chain or carbocyclic group unsubstituted with amide, sulfonamide, ureido, or ester groups, and containing at least 9 aliphatic carbon atoms;

each R' is an independently selected alkyl or halogen substituent and n is 0 to 4; and

X is hydrogen or halogen.

8. The element of claim 7 wherein R_1, R_2, and R_3 are methyl groups.

9. The element of claim 7 wherein X is Cl.

10. The element of claim 7 wherein R is an unbranched alkyl group.

11. The element of claim 7 wherein R is a branched alkyl group.

12. The element of claim 7 wherein R is a cycloalkyl group.

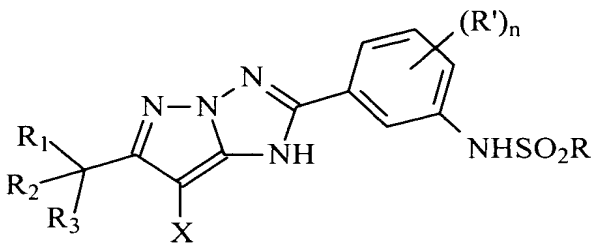
13. The element of claim 7 wherein n is 0.

14. The element of claim 7 wherein n is 1 and R' is not an ether group.

15. The element of claim 1 provided on a reflective support.

16. The element of claim 1 wherein the silver halide is primarily a silver chloride.

17. A coupler compound represented by formula (I):



(I)

wherein

R_1, R_2, and R_3 are independently selected unsubstituted alkyl groups comprising of 3 or less carbons with the proviso that one or more of the R_1, R_2, and R_3 groups can be joined to form a ring;

R is a straight, cyclic or branched aliphatic carbon chain or carbocyclic group unsubstituted with amide, sulfonamide, ureido, or ester groups, and containing at least 9 aliphatic carbon atoms;

each R' is an independently selected alkyl or halogen substituent and n is 0 to 4; and

X is hydrogen or halogen.

18. A dye compound obtained by the reaction of a coupler of claim 17 and a paraphenylenediamine developer compound.

19. The dye of claim 18 wherein the para-phenylenediamine compound is selected from the group consisting of

4-amino-N,N-diethylaniline hydrochloride,

4-amino-3-methyl-N,N-diethylaniline hydrochloride,

4-amino-3-methyl-N-ethyl-N-(2-methanesulfonamidoethyl)aniline sesquisulfate hydrate,

4-amino-3-methyl-N-ethyl-N-(2-hydroxyethyl)aniline sulfate,

4-amino-3-(2-methanesulfonamidoethyl)-N,N-diethylaniline hydrochloride, and

4-amino-N-ethyl-N-(2-methoxyethyl)-*m*-toluidine di-*p*-toluene sulfonic acid.